Bullet-Proof Software

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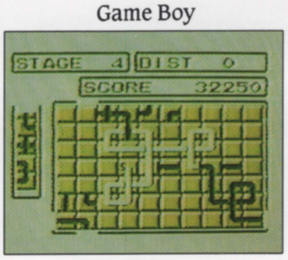
PIPE DREAM™

NES

The better you get, the trickier it gets.

Game Boy



But one false move, and you're swamped!

Bullet-Proof Software

At last. *Pipe Dream* for NES and Game Boy!

Combining spatial planning and strategic thinking with quick intense action, *Pipe Dream* challenges players' wits and reflexes. You've got to think strategically. And act instinctively. Build the longest possible continuous pipeline while racing against a stream of soggy sewage, called *flooz*.

Awarded "Best Strategy Game of 1989" for personal computers by Game Player's magazine, *Pipe Dream* is a unique alternative to "shoot 'em up" video games.

- Basic, expert and two-player modes
- 256 levels
- Bonus rounds every 4 levels

Official Nintendo Seal of Quality®

Licensed by Nintendo

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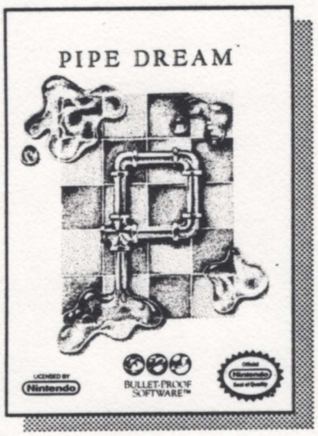

Pipe Dream™

Imagine playing chess in the middle of a pie fight.

Developed by Lucasfilm Games, *Pipe Dream* is the fast-playing game of skill, strategy, and plumbing. It was recently awarded "Best Strategy game of 1989" by Game Players.

While the deceptively simple concept makes *Pipe Dream* easy to learn, it's surprisingly tough to master. The objective is simple enough: Just piece together a pipeline from plumbing parts that appear on the side of the screen. But after eight seconds, the flood gates open. Suddenly, you're scrambling to lay pipe ahead of the fast-flowing *flooz*. You've got to think strategically. But act instinctively. One wrong move, brief hesitation, or misplaced pipe part and you're sunk in a sea of soggy sewage!

- **Seven basic pipe pieces**
- **Constructive game**
- **Basic, expert, and two-player modes**
- **Twelve advanced pipe pieces**
- **256 levels**
- **Bonus rounds every four levels**

Part No.	Format	Available	Master Pak	Shipping Information
01010	Nintendo Entertainment System	3rd qtr 1990	24 (4/6 PK)	Master Pak –Size 13.5"x12"x9" –Weight 12 lbs.
02010	Game Boy	3rd qtr 1990	48 (8/6 PK)	Master Pak –Size 21.7"x11.2"x6.7" –Weight 12.9 lbs.

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HATRIS™

Bullet-Proof Software

Just when you thought you had mastered *Tetris*™...

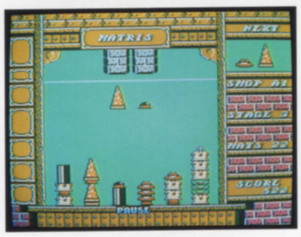
Bullet-Proof Software presents *Hatris,* Alexey Pajitnov's newest brain teaser!

Hatris is an involving action strategy game that rewards thought, planning and reflexes. As six different types of hats slide down the screen in pairs, it's up to you to maneuver them into stacks. Arrange five of the same type on top of each other, and they vanish! The more hats you make disappear, the more space and time you have to rack up your points!

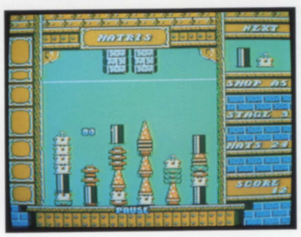
It may sound simple, but *Hatris* combines hats of all different heights with increasing speed, delivering an addictive game that takes a hatful of skill to master!

- Six different styles of hats
- Randomly generated pieces
- Increasingly difficult levels
- Entertaining bonus screens

Available for the Nintendo Entertainment System® and Game Boy.™



Hatris may look simple... but wait 'til you try it.



The better you get, the more riveting the challenge!

Official Nintendo Seal of Quality®

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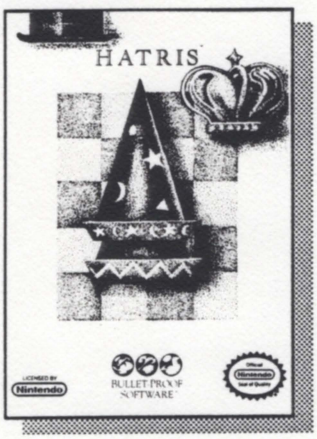

Hatris™

Just when you thought you had mastered ***Tetris***®... Bullet-Proof Software presents Alexey Pajitnov's newest brain teaser!

Hatris may look simple.

As pairs of different styles of hats slide down the screen, it's your job to maneuver them into stacks. Arrange five of the same type on top of each other, and they vanish! The more hats you make disappear, the more space (and time) you have to rack up your points!

But wait till you try it.

If you keep your wits about you, and play strategically, you may think you're pretty good at this game. But pause for a split second or drop your hat on the wrong stack, and before you know it you'll be bombarded by a swarm of mismatched chapeaux. The better you get, the more riveting the challenge.

- **Six different styles of hats**
- **Randomly generated pieces**
- **Develops real-time decision making**
- **Increasingly difficult levels**
- **Constructive game**
- **Entertaining bonus screens**

Part No.	Format	Available	Master Pak	Shipping Information
01020	Nintendo Entertainment System	TBD	24 (4/6 PK)	Master Pak –Size 13.5"x12"x9" –Weight 12 lbs.
02020	Game Boy	TBD	48 (8/6 PK)	Master Pak –Size 21.7"x11.2"x6.7" –Weight 12.9 lbs.

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Bullet-Proof Software

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For Immediate Release

Bullet-Proof Software Presents The Best from the Soviet Union & The Magic of Lucasfilm Games

REDMOND, WA—June 2, 1990—Bullet-Proof Software, Inc. is bringing the talents of Alexey Pajitnov, the author of *Tetris*, and the magic of Lucasfilm Games to Nintendo video gamers in its upcoming releases, *Hatris* and *Pipe Dream*. *Hatris* is Russian gamesmith Alexey Pajitnov's much-anticipated follow-up to his worldwide smash hit *Tetris*. *Pipe Dream*, originally developed in England for Lucasfilm Games, was awarded "Best Strategy Game of 1989" by Game Players. Both games challenge player's wits and reflexes with an addictive blend of spatial planning and strategic thinking.

Both products are being showcased at the 1990 Summer Consumer Electronics Show in Chicago, June 2-5, at the Nintendo booth, number 7146.

"Our partnership with Alexey Pajitnov and Lucasfilm Games underscores our commitment to providing top-quality entertainment to the video game marketplace," said Henk Rogers, Bullet-Proof's Founder and Director. "We are very proud to bring such quality authorship to Nintendo video gamers. The phenomenal success and talent of Alexey

Pajitnov and the accomplishment and reputation of Lucasfilm Games bode well for the success of both *Hatris* and *Pipe Dream.* "

Pipe Dream and *Hatris*—Bullet-Proof's first two releases—are considered by industry insiders as prominent examples of a shift from the "shoot 'em up" style of video games so popular in today's game market. *Pipe Dream* is planned to be released third quarter, 1990, with the *Hatris* release date soon to be announced. Each will be available for both the Nintendo Entertainment System (NES) and Nintendo's Game Boy compact video game system.

Bullet-Proof Software is a subsidiary of BPS, Japan, one of Japan's top game publishers. Organized in 1983 by Henk Rogers, BPS, Japan introduced the genre of role-playing games to the Japanese market with their first product and smash hit *Black Onyx*. From there, the company went on to import several U.S. and European games into Japan. BPS's latest success—with over 2.5 million units sold—is *Tetris*, which they currently publish in Japan on several platforms, including the FamiCom, Sharp Wizard and others.

Headquartered outside of Seattle in Redmond, Washington, Bullet-Proof was founded in October 1989. Leveraging its international experience and resources, Bullet-Proof publishes entertainment software from all over the world, including Europe and the Soviet Union. The company's goal is to produce high-quality video games that stimulate intelligence and strategic thinking, offering constructive rather than destructive game play.

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Bullet-Proof Software, Inc.
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Bullet-Proof Software, Inc.

Company Backgrounder

The Company

Bullet-Proof Software, Inc. was founded in October 1989 as a subsidiary of BPS Japan, one of Japan's leading game publishers. Due to its international experience and resources for publishing the highest quality entertainment software available worldwide, Bullet-Proof Software publishes challenging video games which stimulate intelligence and strategic thinking.

BPS Japan was established in 1983 by Henk Rogers after writing a game entitled *Black Onyx*. *Black Onyx* went on to become a huge hit in Japan, and was named number one game of 1984 and the number two game of 1985. Since then, BPS has successfully imported several US and European games into Japan.

In the beginning of 1989, Rogers visited the Soviet Union to secure the handheld rights to *Tetris*, which is now a worldwide sensation. In 1989 The Software Publishers Association named *Tetris* "Best Entertainment Program", "The Critics' Choice Award for Best Consumer Program", "Best Original Game Achievement" and "Best Action/Strategy Program". In Japan alone, current sales for all formats have exceeded 2.5 million units. BPS Japan publishes *Tetris* on several platforms, including the Nintendo Entertainment System (NES), Sharp Wizard and others. Bullet-Proof Software holds the worldwide handheld rights to *Tetris*, part of which are sublicensed to Nintendo. In the US, *Tetris* is currently bundled with Nintendo's Game Boy, the most sought after toy game for Christmas of 1989.

Unlike most Japanese-owned subsidiaries, Bullet-Proof Software was not established for the purpose of bringing Japanese software to the United States. Instead, it was created to publish entertainment software designed in the US and other parts of the world, including Europe and the Soviet Union.

The Products

Bullet-Proof Software's first two releases will be *Pipe Dream* and *Hatris*, for both the Nintendo Entertainment System (NES) and Nintendo's Game Boy compact video game system. The games are action packed and exciting to play, while rewarding intellect and construction rather than destruction.

Pipe Dream, the fast-flowing game of skill, strategy and plumbing, was originally developed in England for Lucasfilm Games. Awarded "Best Strategy Game of 1989" for personal computers by Game Players, *Pipe Dream* challenges your ability to construct a series of pipes against a stream of soggy sewage, called *flooz*. *Pipe Dream* is deceptively simple to learn. But, like the best classic strategy games, extremely difficult to master.

Hatris is Alexey Pajitnov's encore to his superhit *Tetris*. Captivating and yet easy to learn, *Hatris* is an action strategy game that requires both thoughtful planning as well as quick reflexes. As six different styles of hats slide down the screen in pairs, you arrange them in stacks according to their type. At first glance a seemingly simple game, *Hatris* takes a hatful of strategic skill to master. A constructive game with wide appeal to all audiences—even those new to video games—*Hatris* is a refreshing change from the current glut of shoot-'em-up video games.

The People

Bullet-Proof Software's management team has many years of experience in the entertainment software industry, both in the United States and Japan. The company is headquarted in Redmond, Washington.

• **Henk Rogers, Director and Founder.** Born in Holland, Rogers later lived in New York City and then in Hawaii, where he graduated from the University of Hawaii in Computer Science. After designing and programming a video game entitled, *Black Onyx*, Rogers established BPS Japan in order to take his game to market. *Black Onyx* became a smash hit and his company has gone on to become one of the leading entertainment software publishing companies in Japan.

• **Scott Tsumura, President and CEO.** Prior to joining Bullet-Proof, Tsumura was the founder and president of Kyodai Software Marketing, Inc., a company that brought best-selling Japanese entertainment software to the US and distributed it through Brøderbund Software, Inc. Before that, Tsumura was the Director of Sales and Development at Irem, a Japanese arcade game publisher. Originally from Osaka, Japan, Tsumura graduated from the Osaka University of Commerce.

• **David Irons, Vice President of Sales.** Irons was formerly the Director of Sales for Epyx, Inc., one of the leading US publishers of entertainment software. Prior to joining Epyx in 1984, Irons worked for several game and toy publishers, including Parker Brothers, Tonka Toys and the Knickerbocker Toy Company. He holds a degree in Business Management from Memphis State University.

• **Sheila Boughten, Marketing Manager.** Before joining Bullet-Proof Software, Boughten was the Manager of Business Development and Marketing for General Information, Inc., a publisher of software and electronic directories for personal computers. Prior to joining General Information, Boughten held management positions with Automatic Data Processing (ADP), and AMR Information Services, a subsidiary of AMR Corporation. Boughten graduated from the University of Washington with a degree in Economics.

• **Gary Tole, Sales Manager.** Tole was formerly the Sales Manager for California Dreams, a leading entertainment software publisher. Prior to that, Tole had been in the consumer software industry for several years, holding management positions with Epyx, Inc. and Sierra On-Line. Tole holds a business degree in Marketing from the University of Missouri.